

Urban Indian council to boycott video game 'Custer's Revenge'

DENVER (AP) — The National Urban Indian Council has announced a boycott of home video games marketed by a California company because its latest game, "Custer's Revenge," shows the cavalry hero chasing an unclad Indian woman.

A spokesman for the company says it's all done in fun, no racial slur intended.

Gregory W. Frazier, chief executive of the Indian Council, however, said Tuesday the council finds "Custer's Revenge" to be "racially and sexually offensive." The council, which is based in Denver, is a national coalition of Indian organizations and some tribes, he said.

The game will be marketed by American Multiple Industries of Northridge, Calif., under the brand name of Mystique Retailing sometime in November, for \$49.95, said Michael Weingarten, company vice president of operations. It is the first home video game to be marketed by the company, Weingarten said.

"Custer's Revenge" apparently is named for U.S. Army Lt. Col. George A. Custer, killed with his men by Indians at the Battle of the Little Big Horn in Montana in 1876.

Weingarten said the game can be hooked up to home video systems, and was developed "for the sole purpose of home entertainment for adults, so they could have fun, smile, even laugh."

The game shows a Custer-like figure moving across

the video screen, dodging arrows and cactus. The figure pursues a naked Indian woman, and the player scores when Custer and the woman couple, said Weingarten.

In announcing the council boycott of the game company on Tuesday, Frazier said, "Indian people have one of the most tolerant world views that allows for diversity and good natured humor. However, the product that American Multiple Industries will soon be distributing goes beyond the boundaries of good taste.

"'Custer's Revenge' not only makes a mockery of Indian people, but also depicts women in a most unfavorable light."

Weingarten said the game is neither racist nor sexist.

"The game is not intended to offend Indians," he said. "If they feel offended and are not going to purchase the game, that's their individual prerogative. You can't please everybody."

Frazier said the Indian Council also has asked the National Association for the Advancement of Colored People, the National Urban League and the National Organization for Women to join the council's boycott.

American Multiple Industries plans to market two other games next month along with "Custer's Revenge" — a game depicting group sex and another game focusing on a male exhibitionist and prostitutes, said Weingarten.